

In The Specification:

- **PLEASE ADD AT THE BEGINNING OF THE SPECIFICATION:**

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"This application is a continuation-in-part of application Serial No. 08/581,804, having a filing date of January 2, 1996, now abandoned."

In The Claims:

In order that Applicant may pursue other embodiments of the present invention (without increasing the filing fees with respect to the continuation-in-part application by including the prior claims), Applicant respectfully requests:

- **PLEASE CANCEL ALL CLAIMS WITHOUT PREJUDICE AND ADD NEW CLAIMS 48 - 67**

Applicant asserts that cancellation of the claims is made without prejudice and reserves all rights to prosecute the canceled claims, and other disclosed embodiments in the application, in future continuation applications, re-examination applications and any application claiming priority from or through the present application.

NEW CLAIMS

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48. A computer-assisted method of recording the identity of a purchaser of a particular good in a retail setting comprising:

accepting from a purchaser at retail sale a good encoded with a good identifier identifying the manufacturer of a particular good and containing identification characters unique to the particular good, enclosed in a package having a visible electronically-readable coded form package identifier correlatable with said good identifier, said package identifier identifying the type of good, the good's

manufacturer, as well as identifying the unique identification characters on said good;

accepting from said purchaser of said good an identity card housing electronically-readable personal identification information;

inputting by an electro-optical reader said personal identification information from said identity card into electronic storage at the point of retail sale of said good;

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inputting by an electro-optical reader into said electronic storage said visible electronically-readable coded form package identifier at the point of retail sale of said good in tandem with said input of said personal identification information;

correlating said personal identification information with said package identifier in a computer database.

9
49. The method of claim 48 further comprising the step of transferring said correlated data to a shared database with other retailers.

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50. The method of claim 48 further comprising the step of: providing said encoded good identifier to the purchaser in electronically readable coded form on a document for further recordation of a subsequent purchaser of said good.

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51. The method of claim 50 further comprising the step of: printing said package identifier and said personal identification information on a sales receipt in electronically readable coded form at the point of retail sale of said good.

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52. The method of claim 48 wherein the good identifier is invisible in visible light.

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53. The method of claim 48 wherein the identity card is a self-authenticating electronically-readable coded identity card.

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54. The method of claim 48 wherein the identity card is a microcircuit technology card.

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55. A process for encoding a product with an identifier uniquely correlatable with said product:

encoding a good with an invisible good identifier in electronically-readable coded form, said good identifier identifying the manufacturer of a particular good and containing identification elements unique to the particular good;

on said good or the packaging of said good, placing a package identifier, in visible electronically-readable coded form, which is correlatable with said invisible good identifier, said package identifier identifying the type of good, the good's manufacturer, as well as the identification elements unique to the particular good.

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56. The process of claim 55 wherein the invisible encoding of the good identifier is performed below the surface of a material comprising the good.

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57. The process of claim 55 wherein the good identifier's position on the good is associated with the lot in which the good was manufactured.

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58. The product of the process of claim 55.

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59. The method of claim 55 wherein said visible electronically-readable package identifier which is placed on said good or the packaging of said good further identifies the type of good, the good's manufacturer, and its manufacture or origin of manufacture.

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60. A computer-assisted method of identifying a record owner of the product, or part thereof, of claim 58 comprising:

2/20

obtaining the good of such product;

determining the unique invisible good identifier encoded on the good;

inputting said good identifier along with the type of good and the good's manufacturer into a data processor operatively connected with a data base housing purchaser identity information correlated to good identifiers found on goods;

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retrieving purchaser identity information correlated with said good identifier in said data base;

determining the identity of the purchaser(s) of said good from said purchaser identity information.

21
61. A computer-assisted method of recording the identity of a purchaser of a good purchased through a data processing telecommunications network comprising:

receiving over a data processing telecommunications network a computer data signal comprising digital information relating to the order of a good, the identity of the orderer of the good, and the address to which the orderer of the good desires the good to be transmitted, said computer data signal being transmitted from said orderer's computer to the computer of a purveyor of said good;

transmitting from said purveyor's computer in response to said offerer's order a computer data signal comprising a request for said good to a remote computer located at a site remote from the purveyor's computer, said remote computer being located at a site at which such good is physically available as a product comprising said good, and a package surrounding said good, said package having a package identifier in electronically-readable coded form correlatable with the unique good identifier;

receiving a computer data signal from said remote computer comprising digital information with respect to the package identifier and correlating said package identifier digital information with said digital information pertaining to the identity of the offerer and the address to which the offerer desires the good to be transmitted.

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62. A computer-assisted purchase and sale method comprising:

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accepting from a purchaser at the time of purchase of a good digital identification information identifying the purchaser and a contact address of said purchaser;

correlating in a relational database said purchaser digital identification information with an identifier associated with the good purchased by said purchaser;

accessing a relational database correlating said identifier with one or more associated characteristics of said good;

accessing the same or different relational database which correlates associated characteristics of goods with secondary purveyor(s) proffering good or services directed to such associated characteristics and a contact address of said secondary purveyors;

determining from the identifier associated with said purchased good secondary purveyor(s) of good or services directed to associated characteristics of the purchased good;

proffering the purchaser by way of said purchaser contact address good or services proffered by said secondary purveyor(s) which are related to associated characteristics of the purchased good;

contacting said secondary purveyor(s) by way of said secondary purveyor(s) contact address to inform said secondary purveyor(s) of the purchaser's response to said proffer.

23

63. The method of claim *62* wherein the identifier associated with the good being purchased is selected from the group consisting of: a unique product identifier, a unique package identifier, a product information identifier.

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64. The method of claim *62* wherein the computer-assisted method entails use of the data processing telecommunication network.

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65. The method of claim *63* wherein the data processing telecommunication network is the Internet.

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66. A method for encoding concealed unique identifiers on products comprising:

directing one or more high energy electromagnetic waves at a material in a molten or semi-molten state such that the wave(s) substantially converge at a point within the material;

altering the convergence point of said high energy electromagnetic wave(s) such that the three-dimensional structure of the molten or semi-molten material is disrupted such that an unique identifier is formed;

using the solidified material in the construct of a product.

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67. The method of claim *66* wherein the molten or semi-molten material is a plastic.

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